

DETAILED DESCRIPTION OF THE INVENTION--

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--ABSTRACT

Disclosed herein are effect pigment PVC plastisol, uses thereof, and processes for producing effect pigment PVC plastisol. In one embodiment, an effect pigment PVC plastisol comprises: (A) at least one finely divided PVC homopolymer having particle sizes of from 0.04 to 40 μm , and which as a dispersion in a plasticizer exhibits dilatancy, (B) at least one finely divided PVC homopolymer having particle sizes of from 1 to 400 μm , and which as a dispersion in a plasticizer exhibits pseudoplasticity, (C) at least one plasticizer, and (D) at least one effect pigment. --